



# THE FUTURE OF SUSTAINABLE LIFESTYLES AND ENTREPRENEURSHIP

*Forum for Action on Sustainability,  
Intrapreneurship and Innovation*



Sustainable Lifestyles 2050



EUROPEAN COMMISSION  
European Research Area



Funded under Socio-economic Sciences & Humanities

*Launch of the European Social Platform SPREAD Sustainable Lifestyles 2050*



# WELCOME

*If you had to live a sustainable lifestyle this weekend, what would you do?*

*What are the new business models driving sustainable living trends?*

*What are the policy mechanisms that can stimulate and promote sustainability-driven innovation, entrepreneurship and lifestyles?*

*Meet the entrepreneurs and innovators designing the sustainable lifestyles that will be our future... You are an important part of this unique "unconference":*

*The Future of Sustainable Lifestyles and Entrepreneurship*

*Forum for Action on Sustainability Intrapreneurship and Innovation*

*Launch of the European Social Platform · SPREAD Sustainable Lifestyles 2050*

*24th - 25th May 2011 · Cologne (Hürth) · Germany*

Conference Supporters:



Conference Organizer:



Conference Host: **Ministry for Climate Protection, Environment, Agriculture, Nature Conservation and Consumer Protection of the State of North Rhine-Westphalia**



## INTRODUCTION

This conference marks the launch of a unique European social platform that envisions a world of sustainable living, moving, consuming and society. The project "SPREAD Sustainable Lifestyles 2050", supported by the European Commission's 7th Framework Programme, brings together current knowledge, experience and stakeholders from across society (business, consumers, research, civil society, and policy). This highly interactive process will develop a vision for sustainable lifestyles in 2050, and will deliver a roadmap for action including societal innovation, product, service & business model innovation opportunity spaces, and policy recommendations.

This conference puts human-centred innovation at the centre of its dialogue because we feel strongly that to achieve sustainable lifestyles we need to radically rethink current systems that are driving unsustainable trends of global ecological overshoot and vast inequities in human well-being.

While technological innovations and efficiencies in industrial production must play a significant role, vast changes will also be required to

individual consumption and lifestyles to make them more sustainable. The concept of sustainable lifestyles refers to patterns of behaviour shaped by personal needs, desires, motivations and social interactions, conditioned by environmental and socio-economic contexts that aim at improving well-being and health of present and future generations. There is significant potential in the development of social innovations that will help people to adopt more sustainable lifestyles, and thus, bridge the gaps between current unsustainable business-as-usual trajectories and the visions for sustainable futures that recent research has mapped out.

Herein lays a vast opportunity space for the entrepreneurs, design-thinkers, policy-makers, civil society organisations, and businesses who dare to address these gaps in the market and in society with their creativity and ingenuity. This conference launches a platform that seeks to stimulate future engagement, sharing and co-creating to enable and scale more sustainable lifestyles, societal models, as well as business models.

# THE CONFERENCE AT A GLANCE

## Linking Sustainable Lifestyles, Sustainable Entrepreneurship and Policy Launch of the European Social Platform SPREAD Sustainable Lifestyles 2050

This conference provides a platform for participants to sample the latest and greatest thinking on sustainable lifestyles, entrepreneurship but also intrapreneurship. Entrepreneurs & innovators, researchers & experts working on solutions addressing sustainable lifestyles have been invited to share the current state of the art thinking and promising practices revealing more sustainable ways of living, working and playing.

Roundtable and workshop discussions explore the next agendas for research, policy and action to promote, incubate and enable sustainability-driven lifestyles and entrepreneurship. The marketplace, networking spaces, match-making, and workshops will help participants to identify and engage in activities with tangible impacts today and for future planning. Four working groups will be launched, whose work will continue beyond this conference, in 2011 and 2012.

We aim to directly address the current urgency for immediate progress and new solutions within new cultural and policy frameworks that will drive sustainable lifestyles and entrepreneurship into the future.



### The conference will explore

- What are sustainable lifestyles, associated sustainability trends and the current best practice already being revealed?
- What are the drivers of unsustainable consumption and lifestyles, and what are the current promising practices and innovations addressing them?
- Who are the entrepreneurs, intrapreneurs and innovators working in this space and what business models will be the sign-posts to the future businesses that enable sustainable lifestyles?
- How can businesses foster continuous innovation to address consumer needs as they shift to more sustainable lifestyles, cultural and social mindsets?
- How can investors interested in societal impacts and returns access the deal flow of investible sustainable businesses addressing urgent consumption and lifestyles needs?
- What are the most relevant research topics to inform policy and promote sustainability-driven entrepreneurship and intrapreneurship that achieves more sustainable living?



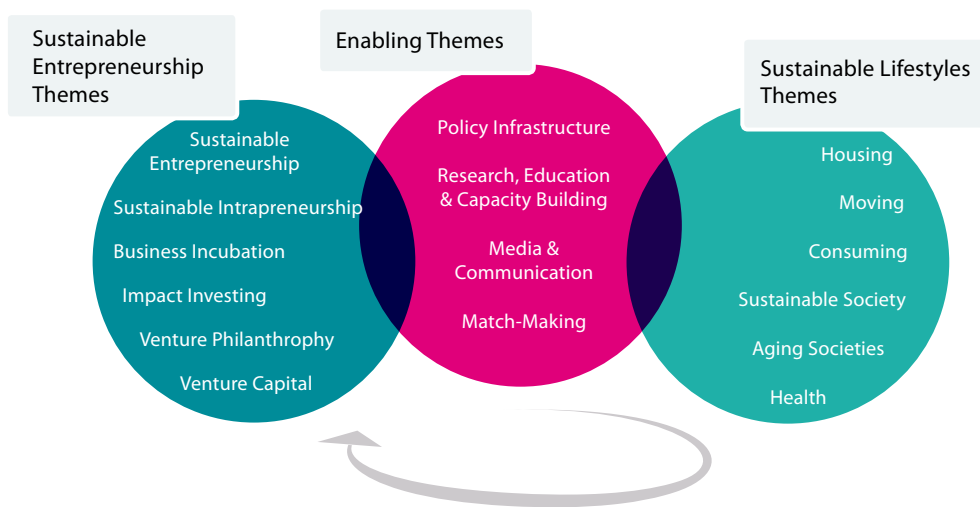


# CONFERENCE TOPICS

## Linking Sustainable Lifestyles, Sustainable Entrepreneurship and Policy

Our “un”-conference elements will cover key topics and themes in the areas of sustainable lifestyles and entrepreneurship. Special attention will be paid to capitalizing on the linkages between these areas and uncovering the resulting opportunities for influencing future lifestyle patterns and business ventures for sustainability.

The conference will launch the EU SPREAD Sustainable Lifestyle 2050 project and will be the first event to link the existing knowledge on sustainable lifestyles, with the creativity and innovation needed to overcome current barriers to sustainable moving, consuming, living and the creation of a sustainable society. The aim is to deliver action strategies for individuals, businesses, civil society, research and policy to mainstream, or SPREAD, sustainable living now and into the future.



# CONFERENCE ELEMENTS







This “un”-conference will be a highly interactive, experiential and experimental two days. Best practice, key levers for change and facilitated action will be explored and conducted through the unique architecture and design of the event.

	Day 1 <b>My Future</b>	Day 2 <b>Our Future</b>	
	Sustainable Days of our Lives – Marketplace & Demonstration Centre		
	Opening Demonstration Arts		
Inspiration	<ul style="list-style-type: none"> <li>Interactive ideas Panel</li> <li>Meet the entrepreneurs designing sustainable living</li> </ul>	<ul style="list-style-type: none"> <li>Sustainable Living Workshop</li> <li>Sustainable Moving Workshop</li> <li>Sustainable Consuming Workshop</li> <li>Sustainable Health&amp;Society Workshop</li> <li>Financing Sustainable Innovation &amp; Entrepreneurship Workshop</li> <li>Match-making Workshops</li> <li>Understanding Individual Needs, Motivations, Triggers</li> </ul>	Ideation & Co-Creation
	Opening Key Note Speeches		
Discovery	<ul style="list-style-type: none"> <li>My Sustainable Lifestyle Workshop</li> <li>My Sustainable Business Models Workshop</li> <li>Vizualizing Sustainable Lifestyles Workshop</li> <li>Bridging to a Green Economy: Which policies can make it happen?</li> <li>Sustainable Living Workshop</li> </ul>	<ul style="list-style-type: none"> <li>Action Planning &amp; Future Proofing Workshop</li> <li>Closing Keynote Panel</li> </ul>	Action Planning
	Sustainable Days of our Lives – Marketplace & Demonstration Centre		
	Open the Box: Sustainable Dinner Party	Closing Demonstration Arts	
	Networking Space		



## MY FUTURE, OUR FUTURE

### Innovation, Entrepreneurship and Co-creation to enable more Sustainable Lifestyles

-  **Inspiration:**  
Expose yourself to new ways of living, working and playing that link innovation, sustainable lifestyles, and entrepreneurship. Keynote speeches and interactive ideas panels aim to inspire creativity and highlight opportunity spaces of the future, already being revealed today.
  -  **Discovery:**  
Explore existing state of the art thinking, best practice examples, and innovation demonstrations in the areas of sustainable lifestyles, innovation, sustainable entrepreneurship and all of the linkages in between.
  -  **Ideation & Co-Creation:**  
Experiment, test, and interact with new techniques that challenge current barriers and develop new thinking, linkages and collaborations for sustainability-driven innovation, sustainable lifestyles and sustainable entrepreneurship.
  -  **Action Planning:**  
Results of co-creation during the event will be immediately feedback to inspire continued collaboration and pathways of work. Outcomes of the event will continue to foster and stimulate increased innovation and entrepreneurship to address the pressing societal and technological needs that will enable sustainable lifestyles for all.
  -  **Marketplace & Demonstration Center:**  
We challenge the participants of this conference to live a day in the future more sustainably! The marketplace will be participants' ticket to a day in their lives in the future. This interactive and future looking marketplace and demonstration centre seeks to stretch our thinking to the realm of possibility for what our lives could be like in a sustainable future. It seeks to translate what sustainability means for our everyday lives and the decisions and trade-offs that we make at every instant – the way we live, move, consume, as well as our health and well-being.
- 

# PROGRAMME

## MY FUTURE – DAY 1 // TUESDAY, 24TH MAY 2011

*Day 1 focuses on presenting and demonstrating the current state of the art in sustainable living models, information, innovations and entrepreneurship.*

**8.30 – 9.00**      **Arrival, registration and coffee**

**9.00 – 10.00**      **Future Sustainable Days of our Lives Simulation - Marketplace Walk**

Please find instructions in your "Sustainable Day of your Future Life" Scorecard

// Location: Foyer

**10.15 – 12.15**      **Interactive Ideas Panel – TED-style Talks**

These panels will expose you to new ways of living, working and playing that link innovation, sustainable lifestyles, and entrepreneurship. Personal stories of innovation, design, and sustainable living movements aim to inspire and sign-post opportunity spaces of the future, already being revealed today.

### Speakers:

- [Lauren Anderson](#), Collaborative Consumption (Australia)
- [Alain Bauwens](#), Henkel (Germany)
- [Timothy Beardson](#), China Oxford Scholarship Fund (UK)
- [Laurie Bennett](#), Futerra (UK)
- [Fernando Cascado](#), Laboratory of the Base of the Pyramid (Spain)
- [Martin Charter](#), The Centre for Sustainable Design, University College (UK)
- [Cynthia Echave](#), Agency for Urban Ecology Barcelona (Spain)
- [Maria Eugenia Giron](#), Inside Luxury (Spain)
- [Bernd Kolb](#), The Club of Marrakesh (Germany)
- [Jaap Koot](#), Netherlands Institute for Health Promotion (Netherlands)
- [Juha Koponen](#), Netcyclor (Finland)
- [Tobias Leenaert](#), EVA - Ethical Vegetarian Alternative (Belgium)
- [Meriel Lenfestey](#), Ecomodo (UK)
- [Reinhard Mann](#), Federal Centre for Health Education (Germany)
- [Jesse Methner](#), Rautakesko Ltd (Finland)
- [Charlotte Millar](#), WWF-UK/Tasting the Future Sustainable Food Lab (UK)
- [Michael Narberhaus](#), WWF-UK (UK)
- [Clive Needle](#), EuroHealthNet/Chair European Public Health and Agriculture Consortium (Belgium)
- [Reed Paget](#), Belu Water (UK)
- [Ilaria Pasquinelli](#), Ethical Fashion Network (UK)
- [Claudia Put](#), Brand New Day (Belgium)
- [Marco Roveda](#), LifeGate Group (Italy)
- [Roberta Sassatelli](#), Consumer Culture/UNIMI (Italy)
- [Cinzia Scaffidi](#), Slow Food Study Center (Italy)
- [Jörg Schäfer](#), Gesamtverband der Aluminiumindustrie (Germany)
- [Uwe Schneidewind](#), Wuppertal Institute for Climate, Environment and Energy (Germany)
- [Ignace Schops](#), RLKM (Belgium)
- [Jeanine Schreurs](#), ICIS/Maastricht University (Netherlands)
- [Dorothea Seebode](#), Philips Corporate Technologies & Research (Netherlands/Germany)
- [Nadia Shevchenko](#), Green Dossier (Ukraine)
- [Michel Smit](#), Cultural Development/Sustainable Dance Club (Netherlands)
- [Stephan Van den Broucke](#), Université Catholique de Louvain (Belgium)
- [Jan-Kees Vis](#), Unilever/Sustainable Food Lab (Netherlands)
- [Steven Vromman](#), Low Impact Man (Belgium)



---

**12.30 – 13:00**

**Welcome**

// Location: Plenary

- Michael Kuhndt, UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption & Production (CSCP)
- Minister Johannes Remmel, Ministry for Climate Protection, Environment, Agriculture, Nature Conservation and Consumer Protection of the State of North Rhine-Westphalia (Germany)
- Opening Movie: *The Story of YOU*

**13.00 – 14.00**

**Lunch & Marketplace**

// Location: Foyer

**14.00 – 15.00**

**Opening Keynotes**

// Location: Plenary

- Domenico Rossetti di Valdalbero, European Commission DG Research and Innovation (Socio-Economic Science and Humanities) – Launching SPREAD Sustainable Lifestyles 2050
- Alan Atkisson, CEO, The AtKisson Group
- Rachel Botsman, Collaborative Consumption (video presentation)

**15.00 – 15.15**

**Coffee Break**



15.30 – 17.00 Discovery Workshops (running in parallel)

---

### WORKSHOP 1: MY SUSTAINABLE LIFESTYLES: GLOBAL MULTI-STAKEHOLDER PERSPECTIVES

// Location: Plenary

What do people from around the world say they want for their lives in the future? How is business thinking about its role in enabling sustainable living solutions and innovation? How are luxury goods companies spanning fashion to cosmetics acting to protect biodiversity and current unsustainable consumption patterns?

**Workshop Hosts:** SPREAD Sustainable Lifestyles 2050 Partners // UNEP // UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption & Production (CSCP)

**Speakers:**

- Eduardo Escobedo - UNCTAD, Sustainable Fashion, Cosmetics and Biodiversity
- Christa Liedke/Carolyn Baedeker - Wuppertal Institute for Climate, Environment and Energy – Living Labs
- Fabienne Pierre - UNEP – Global Survey on Sustainable Lifestyles, voices of youth from around the world
- Olivier Vilaca - World Business Council for Sustainable Development (WBCSD) – Vision for Sustainable Consuming, a business perspective



---

### WORKSHOP 2: MY SUSTAINABLE BUSINESS MODELS: ENHANCING, INCUBATING AND FOSTERING SUSTAINABLE ENTREPRENEURSHIP

// Location: Rhein-Erft-Saal

How can sustainable business models address current consumption issues and enable sustainable living? What is the current state of sustainable entrepreneurship incubation? What is needed to enhance the capacity of entrepreneurs at early stage business development? What are the promising practices emerging?

**Workshop Hosts:** UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption & Production (CSCP) // Enviu

**Speakers:**

- Moderator: Piotr Magnuszewski - Centre for Systems Solutions
- Moderator: Oriol Pascual - ENVIU
- Paola Cirillo - Aidos
- Klaus Fichter - Borderstep
- Rainer Höll - Ashoka
- Arjen van Klink - Rabobank
- Helen Marquard - SEED/UNEP
- Catie Thorburn - Generation Europe Foundation



---

### WORKSHOP 3: VISUALIZING SUSTAINABLE LIFESTYLES

// Location: Karl-Hell-Zimmer together with Knapsack-Zimmer

What does a sustainable lifestyle look like? How can visualisation be used as a tool to facilitate the discussion and elaboration of what sustainable lifestyles are? How can visualisation be used to facilitate the diffusion of sustainable lifestyles?

**Workshop Host:** Deutsche Bundesstiftung Umwelt (DBU)

**Speakers:**

- Moderator: Vanessa Timmer - OneEarth
- Laila Abdullatif - Emirates Wildlife Society / WWF
- Francois Jegou - Strategic Design Scenarios
- Ida Tillisch - Emirates Wildlife Society / WWF



---

## WORKSHOP 4: BRIDGING TO A GREEN ECONOMY: WHICH POLICIES CAN MAKE IT HAPPEN?

// Location: Kaminzimmer



*Which policies are needed to enable sustainable lifestyles and sustainable entrepreneurship – on European, national and local levels? Which policies are being considered or are already in the pipeline? Which framework conditions would support entrepreneurs/intrapreneurs to develop businesses that foster sustainable lifestyles? What support can business provide to policy-makers to bring innovation policies to life? How can sustainable entrepreneurship support the shift to a green economy?*

**Workshop Hosts:** European Environment Agency (EEA) // ETC/SCP

### Speakers:

- Moderator: Lars Fogh Mortensen - European Environment Agency (EEA)
- Beata Adamczyk - Polish Ministry of Economy
- Juliane Albjerg - Danish Ministry of Environment
- Kyriakos Gialoglou - European Commission, DG Sanco
- Pavel Misiga - European Commission, DG Environment
- Ignace Schops - Hoge Kempen National Park
- Per Stoltz - IKEA

---

## WORKSHOP 5: SETTING THE AGENDA FOR SUSTAINABLE LIVING

// Location: Phosphor-Zimmer together with Carbid-Zimmer



*The first of three workshops on Sustainable Living forms an introduction to this broad and challenging field. Four starting themes are addressed in presentations and discussions: behavioural change at the level of individuals and households, collective approaches in neighbourhoods and cities, energy efficiency in buildings, and smart living. What are the relevant questions and challenges for each of these four themes and Sustainable Living at large?*

**Workshop Hosts:** SPREAD Sustainable Lifestyles 2050 Partners // Energy Research Centre (ECN) // Ecoinstitut Barcelona (ECOI) // supported by DEMOS Helsinki (DEMOS) // Ruth Mourik Consultancy (RMC)

### Speakers:

- Edina Vadovics - GreenDependent Sustainable Solutions Association
- Silvia Hesse - Agenda 21 Hannover
- Eleonora Gaydarova - Bulgarian Housing Association
- Werner Korte - empirica Gesellschaft für Kommunikations- und Technologieforschung mbH

---

## OPEN SPACE: MY CREATIVE IDEAS FOR SUSTAINABLE LIVING

// Location: Knapsacktreff

*In the spirit of providing space for new ideas, we have allocated an "open space" area where participants will have the opportunity to host a table to share their creative ideas for sustainable living models and innovations.*



## 19.00 OPEN THE BOX - SUSTAINABLE YOU - DINNER PARTY

*The Future of Sustainable Lifestyles and Entrepreneurship conference will expose its participants to new ways of living, working and playing that link innovation, sustainable lifestyles, and entrepreneurship. It aims to inspire creativity and highlight opportunity spaces of the future, already being revealed today. And so does the evening event on the first conference day.*

*After the closing session on Day One, participants will be shuttled to Cologne in order to experience the "OPEN THE BOX – Sustainable YOU – Dinner Party". The aim of this dinner party is to show that sustainable living does not diminish the quality of life, but in fact improves it. The party will demonstrate sustainable fun in various ways. For this reason the conference organizers have chosen a globally unique location – the "bauwerk" in Cologne.*

*bauwerk Cologne is a cultural landmark building where agricultural machinery was produced in former times. In 2003, the building was given a new lease on life as a modern, design-oriented venue.*

*Don't miss this special dinner party event, full of sustainable surprises!  
Join us in OPENING THE BOX!*

- **Meet the YOU Family, sustainable lifestyles personas of the future!**  
*(Actors courtesy Alanus University, Personas developed by Collective Invention)*
- **Take a walk through our gallery of "sustainable art exhibition"!**  
*(Visualisations courtesy Deutsche Bundesstiftung Umwelt)*
- **Window shop the possibilities for sustainable fashion at our Sustainable Fashion exhibit!**  
*(Sustainable Fashion designs courtesy Redress and UNCTAD)*
- **Generate energy while... dancing!**  
*(Sustainable dance floor courtesy Cultural Development)*



# OUR FUTURE - DAY 2 // WEDNESDAY, 25TH MAY 2011

Day 2 focuses on what sustainable lifestyles can deliver – how sustainable living can address current unsustainable consumption patterns and to enable improved lives, health and well-being for all. Workshops will explore the current barriers to sustainable living, and then concentrate on co-creating, innovating and enabling solutions to overcome current challenges to scalable solutions.

- 8.00 – 8.45**     **Arrival, Coffee, and Marketplace walk**
- 8.45 – 9.00**     **Day 2 Opening**  
*// Location: Plenary*
- 9.00 – 9.20**     **Participant Introductions by “Speed-dating”**  
*// Location: Plenary*
- 9.30 – 11.00**   **Co-creating Workshops 1 (running in parallel)**

---

## WORKSHOP 6: SUSTAINABLE LIVING – OPPORTUNITIES AND CHALLENGES

*// Location: Kaminzimmer*



*Building on Workshop 5 on the first conference day, this workshop focuses on: What are important challenges – what are encouraging opportunities? Which challenges and opportunities are relevant now – which may become relevant in the future? Drawing participants’ knowledge and experience this workshop will map opportunities and challenges to sustainable living that will provide a glimpse of the future.*

*Workshop Hosts: SPREAD Sustainable Lifestyles 2050 Partners // Energy Research Centre (ECN) // Ecoinstitut Barcelona (ECOI) // supported by DEMOS Helsinki // Ruth Mourik Consultancy (RMC)*

---

## WORKSHOP 7: SUSTAINABLE MOVING

*// Location: Karl-Hell-Zimmer together with Knapsack-Zimmer*



*What is needed to fulfill our individual daily mobility needs – and the mobility needs of all Europeans, sustainably? What role do cultural and societal patterns play when defining mobility needs and how do they differ with respect to different geographical regions in Europe? What kind of sustainable lifestyles may become more mainstream encouraged by future sustainable mobility alternatives?*

*Workshop Hosts: SPREAD Sustainable Lifestyles 2050 Partners // Regional Environment Centre (REC) // Ecoinstitut Barcelona (ECOI) // Forum for the Future*

### Speakers:

- *Facilitator: Ilka Weissbrod - Forum for the Future*
  - *Cynthia Echave - Agency for Urban Ecology Barcelona*
  - *Salvador Rueda - Agency for Urban Ecology Barcelona*
-

## WORKSHOP 8: SUSTAINABLE CONSUMING

// Location: Plenary



What are the complexities and trade-offs when it comes to social, ethical and sustainable consuming choices? What is current evidence that we are starting to become more demanding of sustainable food, clothing and household product choices in Europe? What is promising practice from entrepreneurs, food, household goods, luxury, and consumer electronics sectors?

**Workshop Hosts:** SPREAD Sustainable Lifestyles 2050 Partners // CSCP // International Institute for Industrial Environmental Economics at LUND University (ULUND) and One Earth

### Speakers:

- Moderator: Vanessa Timmer - One Earth
- Bjarne Pedersen - Consumers International

### Discussion Leaders:

- Charlotte Millar, Tasting the Future Innovation Lab, WWF-UK
- Eduardo Escobedo - Sustainable Fashion, Cosmetics & Biodiversity, UNCTAD
- Satu Kalliokulju - Nokia
- John Manoochehri - Resource Vision/Architecture School of Stockholm
- Kerstin Ochs (tbc) - Henkel

---

## WORKSHOP 9: SUSTAINABLE HEALTH & SOCIETY

// Location: Phosphor-Zimmer together with Carbid-Zimmer



What are the underlying socio-economic factors that determine lifestyles of people? What do we know about the impact of the built environment, transport, and food policies on health and vice versa? Which promising healthy lifestyle approaches can add value to promoting sustainable behaviour? What are current initiatives and policies that integrate health, well-being and sustainable lifestyles and how can they be upscaled? What is the situation for different EU countries?

**Workshop Hosts:** SPREAD Sustainable Lifestyles 2050 Partners // EuroHealthNet // Regional Environment Centre Hungary (REC)

**Speaker:** Caroline Costongs - EuroHealthNet

**Chair:** George Morris - Environmental Health Consultant

(former Science Policy Advisor to Scottish Government Health Directorate)

### Facilitators:

- Cristina Chiotan - EuroHealthNet
- Jaap Koote - NIGZ
- Dorothea Seebode - Philips Corporate Technologies & Philips Research
- Stephan van den Broucke - University Louvain la Neuve

---

## WORKSHOP 10: FINANCING SUSTAINABLE INNOVATION & ENTREPRENEURSHIP

// Location: Rhein-Erft-Saal



What is the market for investing in sustainable innovation and entrepreneurship that addresses urgent consumption and lifestyles? Where is the funding needed? What is the business case? What financial products are needed for different asset classes?

**Workshop Hosts:** Business for Social Responsibility // CSCP // Adelphi

### Speakers:

- Moderator: Rainer Agster - Adelphi
- Giuseppe van der Helm - Eurosif
- Guy Morgan - BSR
- Oriol Pascual - ENVIU
- Bert Reyno - Association of Development Financing Institutions in Asia and the Pacific (ADFIAP)
- Rebecca Szrama - Endeavor
- Marc Verhaeren - Luxemburg Bank - Fund for Good

**11.00 – 11.30**    **Coffee Break**  
*// Location: Foyer*

**11.30 – 13.00**    **Co-creating Workshops 2 (running in parallel)**

---

**WORKSHOP 11: MATCH-MAKING – ENTREPRENEUR - COMPANY - INVESTOR**

*// Location: Plenary*



*In this high energy session, entrepreneurs addressing consumption and lifestyles issues have been invited to pitch their business models to a “dragon’s den” of companies, investors, and incubators who are interested in innovations that drive more sustainable consumption and lifestyles.*

*Workshop Hosts: World Economic Forum // Schwab Foundation for Social Entrepreneurship*

**Speakers:**

- James Miners - DOW
- Jason Mollring - UnLtd
- Guillaume Taylor - Quadia Impact Investors

---

**WORKSHOP 12: UNDERSTANDING INDIVIDUAL NEEDS, MOTIVATORS & TRIGGERS**

*// Location: Phosphor-Zimmer together with Carbid-Zimmer and Kamin-Zimmer*



*Across Europe today, we all lead a variety of different lifestyles which depend on what is available to us where we live, our family customs and background, and our own personal choices and desires. Similarly, sustainable lifestyles will have many different attributes and possibilities for the same reasons. In this workshop participants will have the opportunity to experience a day in the life of a sustainable lifestyle persona in the future.*

*Workshop Hosts: Collective Invention // SPREAD Sustainable Lifestyles 2050 Partners*

*Moderator: Erika Gregory, Collective Invention*

---

**WORKSHOP 13: SUSTAINABLE LIVING – SPREADING PROMISING PRACTICES**

*// Location: Karl-Hell-Zimmer together with Knapsack-Zimmer*



*Ideas are silver – Realisation is gold! Efforts at more sustainable living are scattered, effects are small. What is needed to involve masses? How can effects be multiplied? How can new initiatives become truly embedded in society? What conditions facilitate or impede the diffusion of sustainable practices? What are the roles and challenges for business, research, government and society?*

*Workshop Hosts: SPREAD Sustainable Lifestyles 2050 Partners // Energy Research Centre (ECN) // Ecoinstitut Barcelona (ECOI) // supported by DEMOS Helsinki // Ruth Mourik Consultancy (RMC)*

**Speakers:**

- Rob Hopkins - Transition Town Totnes and the Transition Network (via video)

---

**13.00 – 14.00**    **Lunch**  
*// Location: Foyer*

**14.00 – 15.30**    **Action Planning & Future proofing Workshop**

---

**WORKSHOP 14: ACTION PLANNING & FUTURE PROOFING SUSTAINABLE LIFESTYLES 2050**

// Location: Plenary

*What is the current state of the art on sustainable ways of living? What do we know and what do we not know? What are the pervasive barriers to overcome? What are some of the promising practices to be considered in developing a vision for sustainable lifestyles across Europe by 2050? What are the trade-offs, competing priorities and controversial issues?*

*Workshop Hosts: SPREAD Sustainable Lifestyles 2050 Partners: Ashoka // Demos Helsinki // Ecoinstitut Barcelona (ECOI) // Energy Research Centre (ECN) // EuroHealthNet // International Institute for Industrial Environmental Economics at Lund University (ULUND) // Northern Alliance for Sustainability (ANPED) // Politecnico di Milano (Polimi) // Regional Environmental Center for CEE Countries (REC)*



**15.30 – 15.45**    **Coffee Break**

**15.45 – 17.00**    **Closing Keynotes**

// Location: Plenary

- *Mohan Munasinghe, Millennium Consumption Goals*
- *Lord Richard Layard, London School of Economics / Action for Happiness*
- *Dasho Karma Ura, Gross National Happiness (via video)*
- *Generation Y – Millennials & Nexters*

**17.00 – 17.20**    **Close**

---







# ENVISION...

## a sustainable future in 2050! Launch of the SPREAD Sustainable Lifestyles 2050 Project!

### What is SPREAD Sustainable Lifestyles 2050?

SPREAD Sustainable Lifestyles 2050 is a European social platform project running from January 2011 to December 2012. Different societal stakeholders – from business, research, policy and civil society – are invited to participate in the development of a vision for sustainable ways of living in 2050. This process will result in a roadmap for strategic action for policy makers and will deliver innovative ideas for business, research and society, regarding the enabling of sustainable lifestyles in European society.

### Why SPREAD Sustainable Lifestyles 2050?

This project addresses the challenge of maintaining or improving quality of life of an ageing European society while at the same time reducing current levels of energy, transport and resource use. Societal innovation and significant changes in behaviours and lifestyles are vital to achieve long-term economic prosperity for all within the bio-capacity of our planet. Knowledge on sustainable lifestyles is scattered and so are sustainable project initiatives. We aim to bring together current knowledge, experience and relevant stakeholders in a dialogue process, in order to articulate and clarify the main societal challenges that we face in our attempts to reach more sustainable lifestyles.

### How we work

Through an interactive multi-stakeholder process, the project will collaboratively develop a future vision and scenarios for lifestyle models that support a sustainable future. We will work towards a better understanding of how to enable more sustainable lifestyles. Interactive and creative future visioning, scenario-building, backcasting and roadmapping are techniques we use. Starting from today and moving through the next decades to 2050, the project will create path-ways for action and strategies for change. This project is for individuals, businesses, innovators, civil society, research and policy makers to mainstream, or SPREAD, sustainable lifestyle models across European society.

The EU-funded European social platform allows stakeholder groups from policy, research, business and society to come together several times during the project to support our activities. In working groups covering key themes such as: living, moving, consuming and healthy society, stakeholders will have the opportunity to co-create innovative new ideas for overcoming the current barriers to sustainable living from across Europe. A people's forum and an online community are key project features, facilitating citizen engagement and fostering open stakeholder dialogue.

Select representatives from government, education and civil society organisations, as well as private sector organizations (Autostadt, Ferrero, Henkel, IKEA, Kraft Foods Europe GmbH, NOKIA, Turkish Business Council for Sustainable Development, Unilever) fulfill the role of external advisors throughout the project.

### Join "SPREAD Sustainable Lifestyles 2050"

We hope that you are interested in joining SPREAD Sustainable Lifestyles 2050 beyond your active involvement in the launch conference "The Future of Sustainable Lifestyles and Entrepreneurship". You are invited to continue sharing your knowledge and exchanging your experiences. Participate in an open online dialogue on sustainable lifestyles by joining our online community and participate at our upcoming project events (Stakeholder Workshops, Closing Conference) and activities (our People's Forum).

### How to learn more about SPREAD Sustainable Lifestyles 2050 and how to engage with us:

- Visit our website:  
[www.sustainable-lifestyles.eu](http://www.sustainable-lifestyles.eu)
- Participate in our online platform:  
[www.sustainable-lifestyles.eu/community](http://www.sustainable-lifestyles.eu/community)
- Cheryl Hicks, Project Director:  
[cheryl.hicks@scp-centre.org](mailto:cheryl.hicks@scp-centre.org)
- Nora Brüggemann, Project Manager:  
[nora.brueggemann@scp-centre.org](mailto:nora.brueggemann@scp-centre.org)
- Perla Srour-Gandon, EC Scientific Officer:  
[Perla.Srour-Gandon@ec.europa.eu](mailto:Perla.Srour-Gandon@ec.europa.eu)

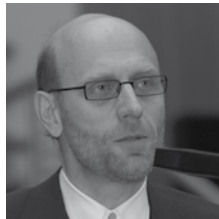


# SPEAKERS

....some of the many entrepreneurs, innovators, experts, practitioners designing and enabling our sustainable future



Rachel Botsman



Werner Korte



Edina Vadovics



Jesse Mether



Vanessa Timmer



Klaus Fichter



Fernando Cascado



Juha Koponen



Rainer Agster



Piotr Magnuszewski



Lauren Anderson



Verena Exner



Ilaria Pasquinelli



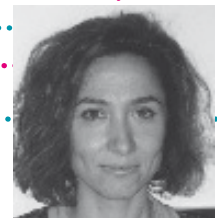
Martin Charter



Jan-Kees Vis



Marc Verhaeren



Paola Cirillo



Rob Hopkins



Ignace Schops



Bjarne Pedersen



*Ida Tillisch*



*Cinzia Scaffidi*



*Steven Vromman*



*Jason Mollring*



*Oriol Pascual*



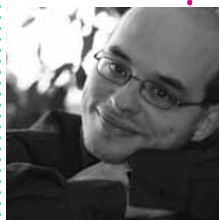
*Claudia Put*



*Arjen van Klink*



*Meriel Lenfestey*



*Tobias Leenaert*



*Reed Paget*



*Uwe Schneidewind*



*François Jégou*



*Jaap Koot*



*Michael Narberhaus*



*Mohan Munasinghe*



*Frank Jirjis*



*Dorothea Seebode*



*Catie Thorburn*



*Olivier Vilaca*



*Michel Smit*



*Giuseppe van der Helm*



*Timothy Beardson*



*Guillaume Taylor*

# THE CONFERENCE ORGANISING TEAM



UNEP/WUPPERTAL INSTITUTE COLLABORATING  
CENTRE ON SUSTAINABLE  
CONSUMPTION AND PRODUCTION



Cheryl Hicks



Michael Kühndt



Nora Brüggemann



Satu Lähteenoja



Mia Paukovic



Oksana Mont



Deirdre Ryan



Martha Hauffe

POLITECNICO DI MILANO



DIPARTIMENTO  
INDACO



Laura Schindler



Julia Backhaus



REGIONAL ENVIRONMENTAL CENTER



Fisseha Tessema



Rosa Groezinger



Ginnie Guillen



Bettina Schäfer



ecoinstitut  
BARCELONA



Julio Andrés Rozo Grisales



*Cristina Chiotan*



*Anna Meroni*



*Cécile Marsille*



*Oliver Adria*



*Eva Csobod*



*Ina Schneider*



*Leida Rijnhout*



*François Jégou*



*Sylvia Breukers*



Sustainable Lifestyles 2050



*Caroline Costongs*



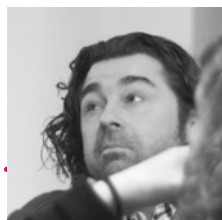
*Thomas Haberland*



*Gabriele Eigen*



*Jadwiga Zurad*



*Kurt Peleman*

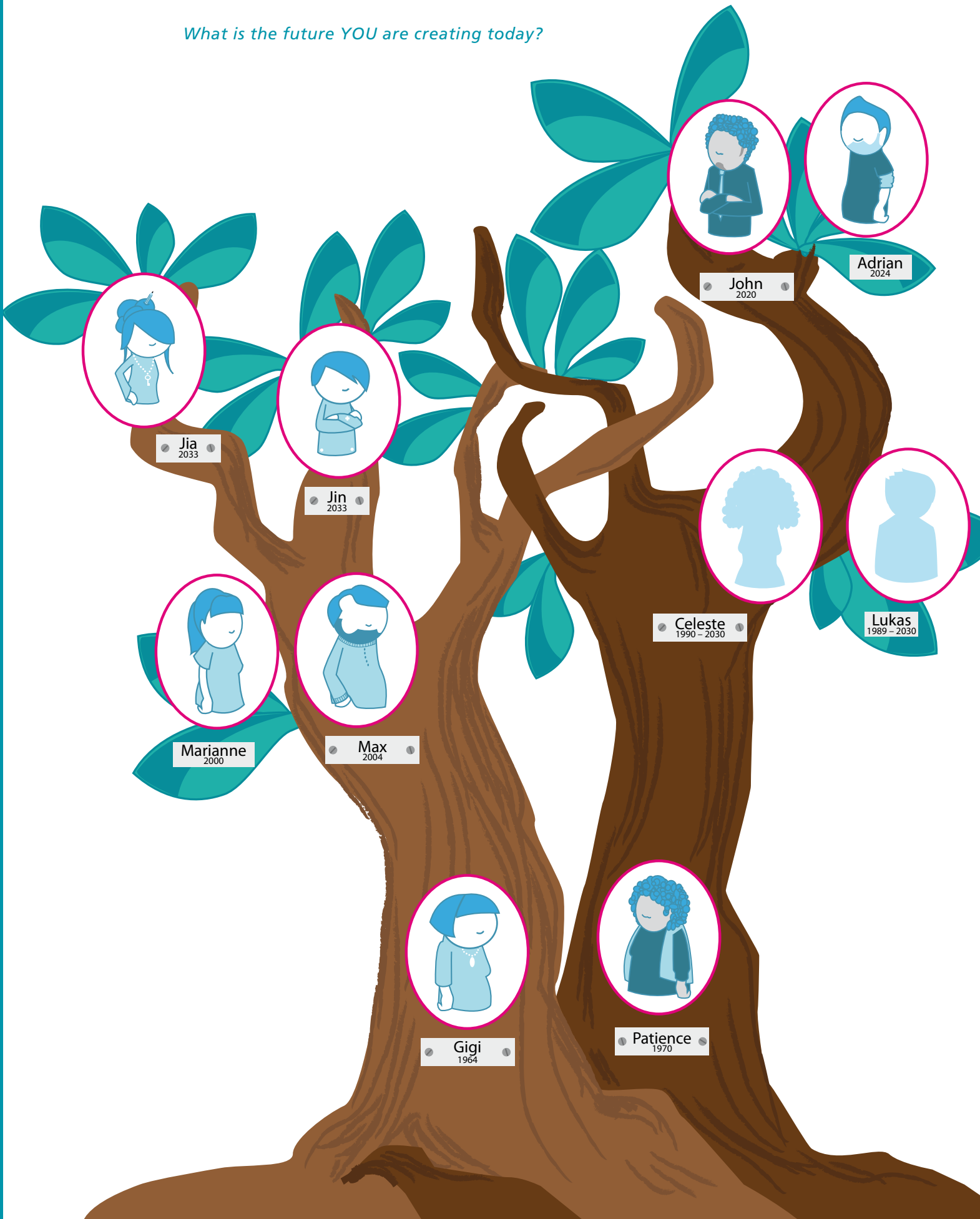


*Dafne Mazo*

# THE YOU FAMILY

What is the future YOU want?

What is the future YOU are creating today?



# COLLABORATORS AND PARTNERS

## SPREAD PARTNERS:



## CONFERENCE ADVISORS:



## FUNDED BY:



KINDLY HOSTED BY: Ministry for Climate Protection, Environment, Agriculture, Nature Conservation and Consumer Protection of the State of North Rhine-Westphalia



## CONTACT

UNEP/Wuppertal Institute Collaborating  
Centre on Sustainable Consumption and Production (CSCP)

Hagenauer Straße 30 . 42107 Wuppertal . Germany

Tel + 49 . 202 . 45 95 8 - 10

Fax + 49 . 202 . 45 95 8 - 30



For more information please contact:

email: [conferences@scp-centre.org](mailto:conferences@scp-centre.org)

<http://www.scp-centre.org>

<http://www.future-lifestyles-entrepreneurship.org>

